

### Mercer Plans to Continue Present Models Right On

### Working Toward Quantity-Quality as Part of Hare's Motors, Says Whiting, the Mercer Local Distributor

"Since the announcement of Hare's Motors was made recently there has been much perfectly natural speculation. Although the policies have been clearly and definitely expressed, nevertheless the combining of three most favorably known cars under one operating company was bound to create comment. I have had inquiries as to what the Mercer car of the future might be and what would be the future of the Mercer car as now built," says A. H. Whiting, local distributor for the Mercer.

"In other words, some people ask me what the 'new Mercer' is to be like, and others want very much to know what is going to 'happen' to the Mercer.

"Briefly, the present Mercer is to be continued, and it will be decidedly more of a quality transportation unit than ever. That seems to me a pretty definite statement of policy, and ought to make it perfectly clear what the future of the Mercer is to be. The quantity-quality program of Hare's Motors makes for more efficient production and one of the paramount ideas is the making of high quality transportation available to a larger number. The demand now is for better transportation.

"Consequently, as we see it, the demand for a very attractive car like the Mercer will greatly increase, and the buyers of such transportation will be delighted with it and find it to be well worth the price. People are now everywhere beginning to buy the best transportation they can afford. We must remember that standards are going up, not down. The aim is to build the Mercer up, not down, and by increased efficiency and economy all along the line to make it more available as well as more satisfying.

### Big Home Building Plan For Lafayette Company

The development of an independent community adjacent to its plant has been started by the Lafayette Motors Company at Mars Hill, four and one-half miles from the center of Indianapolis. A home building company has started work upon the construction of 200 modern homes to assist in housing the skilled labor required in the production of the new Lafayette car.

A wooded ridge of 110 acres five blocks from the factory, has been selected as the residential center of Mars Hill. No two houses are to be alike

### Used and served by a business district with stores, bank, hotel, garage and motion picture theater. A modern grade school and a large park and playground are among the community advantages which are receiving the attention of the home builders.

### Use Your Engine as Your Third Brake

"Do not forget that your car has three brakes. Put the gears in second, cut off the spark and steep grades will have no terror for you," says George Stowe, president of the Mitchell Motor Car Company of New York.

"Shut off your motor and slide into second as you roll across the ridge. Don't drive in second. Shut off the spark if the throttle will not close. Then if you have a 'six' you gain six compression brakes and your motor cools to boot. If necessary a gentle touch of the service brake now and off the emergency brake then generally will hold you nicely. At times the abrupt or long drop will argue for long instead of second in compression. On all but the steepest descents this will hold your car with very little use of brakes."

### Notes of the Motor Trade

Schoonmaker & Jacob, well known dealers in used automobiles, have leased the entire building 2000 Broadway, at Sixty-eighth Street, for a long term. This building has a salesroom space of 12,000 square feet, which space eventually will be used by Schoonmaker & Jacob for their own business. They will occupy a part of the building commencing April 1.

Mr. Ackor, of Riva & Ackor, reports that the demand for Columbia since last Sunday has been very gratifying and that they have made sales to Otto Kruger now starting in the "Adam and Eva" company; Thomas McNaughton, now playing in "Maggie Modjeski" in Boston, and to one of the famous six-day bicycle riders, Oscar Egg, of Switzerland.

Charles E. Riese is leaving for the factory to see if he can get another trainload shipment started immediately in order to meet demand.

### The Gasograph Company recently has opened an office at 127 West Sixty-fifth Street, with I. Alter as manager.

The Herschell-Spillman Motor Company, North Tonawanda, N. Y., announce the appointment of C. W. Butterfield as sales manager. Mr. Butterfield has for four years been connected with the Dyneto Electric Corporation, Syracuse, makers of automobile products, occupying the position of sales and service manager.

### The Packard Motor Car Company of New York will have larger quarters for its branch at Springfield, Mass.

A two-story brick building is to be erected this spring. It will contain approximately 40,000 square feet of floor space.

### No Need to Fear Readjustment in Scale of Wages

### Automobile Industry Will Not Be Affected Thereby, Said the Executive of the Holmes Plant Recently

That the automobile industry has nothing to fear in the way of a lessening of demand should an adjustment of high wages ever come about was the idea expressed to-day by C. H. Rockwell, vice-president of the Holmes Automobile Company.

"The day of the automobile as a luxury confined only to persons of excessive incomes is over," said Mr. Rockwell. "The day when high wages seek a lower level should carry no fear of a restricted demand for the automobile, because in these days of high wages the automobile has been placed within reach of virtually every one—and it is not human nature that the public should relinquish the pleasure and the efficiency they get from their automobiles just because their wages happen to decrease slightly. As a matter of fact, if wages do decrease proportionately and the wage earner and the salaried man will have about the same margin left to invest in automobiles."

### However, there is another feature to be considered in this regard. Every year sees big strides in design and construction of automobiles—all tending to greater economies of operation and maintenance.

The Holmes improved air cooled car, for example, offers maximum opportunity for economy in operation because of its low fuel consumption. Upkeep, too, is cut materially in the Holmes, for with no water cooling system to freeze in winter, boil in summer and leak any of the time, one item of expense is eliminated.

"These things and others to come insure the future of the automobile."

### This Story to Indicate Dori's Cooling Space

Finding a rat's nest in the water jacket of an automobile is a story that taxes the credulity of the motoring public. But here's the story as told by Ralph Shelby, Pacific Coast representative of the Dori Motor Car Company.

A Dori dealer in the Middle West had a cut-out chassis on exhibition. He was absent from the store for several days, and upon his return noticed some rubbish sticking out of the water jacket. Reaching in with his hand he pulled out a rat's nest and a family of newly born rodents.

Now Shelby is using this story to illustrate how much cooling space the Dori has around the cylinders.

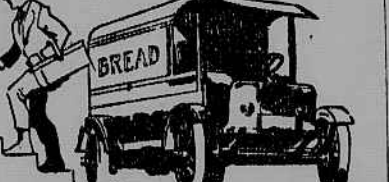
### Knowing Your Car Is Knowledge That Pays

A well known service manager said recently that according to records kept in his shop "sixty-five per cent of all automobile troubles were due to lack of care or proper operation." This is probably because few owners have realized the necessity of really learning to understand the car.

It is because of this need that schools have been organized in the last few years by automobile concerns of high standing. The course given by the Colt-Stratton Company, Dodge Brothers, New York dealers, 109 West 64th Street, has proved of benefit to its students.

The course in itself requires two nights a week for four weeks. In addition to the regular lessons on the mechanical subjects, lectures are given by outside authorities on tires, the starting and lighting systems, ignition, the storage battery and the magneto. Police Sergeant McEntee of Traffic Squad A gives an interesting talk on how to keep on friendly terms with the traffic officer.

The Colt-Stratton course starts April 5. Class C will be given on Mondays and Wednesdays at 8 P. M., and class D will meet Tuesdays and Thursdays at the same hour. Prospective students may register by mail, telephone or in person. A charge of \$10 is made for each student.



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## Real Estate Market Opportunities

**SUBURBAN BUILDER**

will sell at a sacrifice a small Colonial home, with garage, of unusual charm, designed to be finished in the quaint style of bygone days. I need cash and have too much construction on my hands. The decorations are still to be put in. I will install them according to the desires of a purchaser. The house has eight large light rooms and a fine big completely appointed tiled bathroom. The plot is 100x190 feet, with several oak trees one foot thick as shade. Only 10 minutes' walk to the station, in a beautiful old residential section. 900 feet elevation. Water rights afford fine boating, sailing, fishing, skating. Splendid commuting service to New York City. \$3,000 cash takes it. Balance two years, second mortgage \$4,000. Permanent first mortgage \$5,000. For complete details apply BUILDER, Post Office Box 688, City Hall Station, New York City.

**DEAR MR. HOMESSEKER:**

At home March 27th, 1920.

Many of you desire a country suburban home of your own. Business takes me to West permanently. I want to sell mine. This letter will enable you to meet each other. The plot has 100 ft. of actual water front with riparian rights, running in depth 220 ft. to Lake Drive. A beautiful lawn with splendid walks and many flowers and shrubs runs to the water's edge. The house is five years old and in perfect condition. There are 4 big rooms on the first floor, 4 fine bedrooms, 2 large bathrooms, 2 baths and a storeroom on the third floor. Electric light, heat, water, parking porch on the second floor, a pool and billiard room, 2 bedrooms, and all city conveniences are installed. Everything up to date and service. Quick, convenient and easy commuting to heart of Manhattan. And it is only four minutes' walk to the R. R. Station. Express with light and heat and a boat landing are included with the property. The price is less than half cost to date. A big garage supplied with \$11,500, on convenient terms over a two-year period. Title has been guaranteed \$10,000 now on first mortgage can remain indefinitely. Homes no better than mine in this vicinity have sold for \$30,000 within the last thirty days. Everything except the furniture included.

Sincerely yours,  
OPPORTUNITY,  
P. O. Box 623,  
City Hall Station, N. Y. City.

### MADISON, N. J.

**A Livable-Likeable Place**

EXCELLENT frame and stone dwelling located on a hill in the very choice section, six bedrooms, 4 baths, every possible improvement. Barn for two cars; living apartment for man. Ten acres in lawn, large garden with fruit and berries of every description. Fine, tall shade trees, rare shrubs, tennis court. 10 minutes to the station. It is offered for \$10,000, on suitable terms.

**WONDERFUL 10-acre estate, beautiful residence in excellent locality, situated back from the road on broad lawn, surrounded by mature old trees. Ten large rooms, 2 baths; gas, steam, electricity; garage with living quarters, carriage house, barn, modern poultry houses; wonderful apple orchard, also many other fruit trees; \$25,000; worth much more.**

**\$11,000—Modern frame Colonial dwelling, with 20 acres of tillable land. The house contains 19 rooms, bath, electricity and other improvements; two miles over good road to the Madison Station. Number of buildings. This place is in good condition and is offered for sale at the reasonable price of \$11,000.**

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Fine old-fashioned home for sale, completely furnished; plot 100x280; substantial; modern; gas and electricity. Possession June 1. Bath, gas and electricity. The property alone is worth much more than the asking price and includes the furnishings of the house, carpets, furniture, piano, dishes, pictures and everything. This is a snap for some one who is ready to make a quick bargain.

### FRANKLIN H. BROWN,

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One family house.  
Seven rooms, bath, hot water heat; extra lot, alongside new proposed new County Park. Immediate possession. Price \$7,500.

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SEVEN-ROOM HOUSE FOR SALE  
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### Gentleman's Farm, in the foot-hills of the

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**Dwelling, with 12 rooms and 3 baths.** Stable garage for cars and chauffeur's room. All impts. 5 minutes from Ridgewood station. Price, \$32,000.

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**\$15,000** Colonial brick and clapboard house, 7 rooms, 2 baths, sun porch, oak floors, open fireplace, copper leaders, restricted neighborhood; convenient to school, trolley and station. Owner leaving town makes this opportunity for sale.

**\$20,000** Beautiful new house of center hall type; large living room with open fireplace, sun porch and breakfast porch, paneled dining room; 3 bedrooms, 2 bathrooms, 2 servants' rooms; 2 rooms and bath on third. Oak floors first and second floor, weather strips and other features. On large plot in best neighborhood, 10 minutes' walk from station.

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